FEB 17

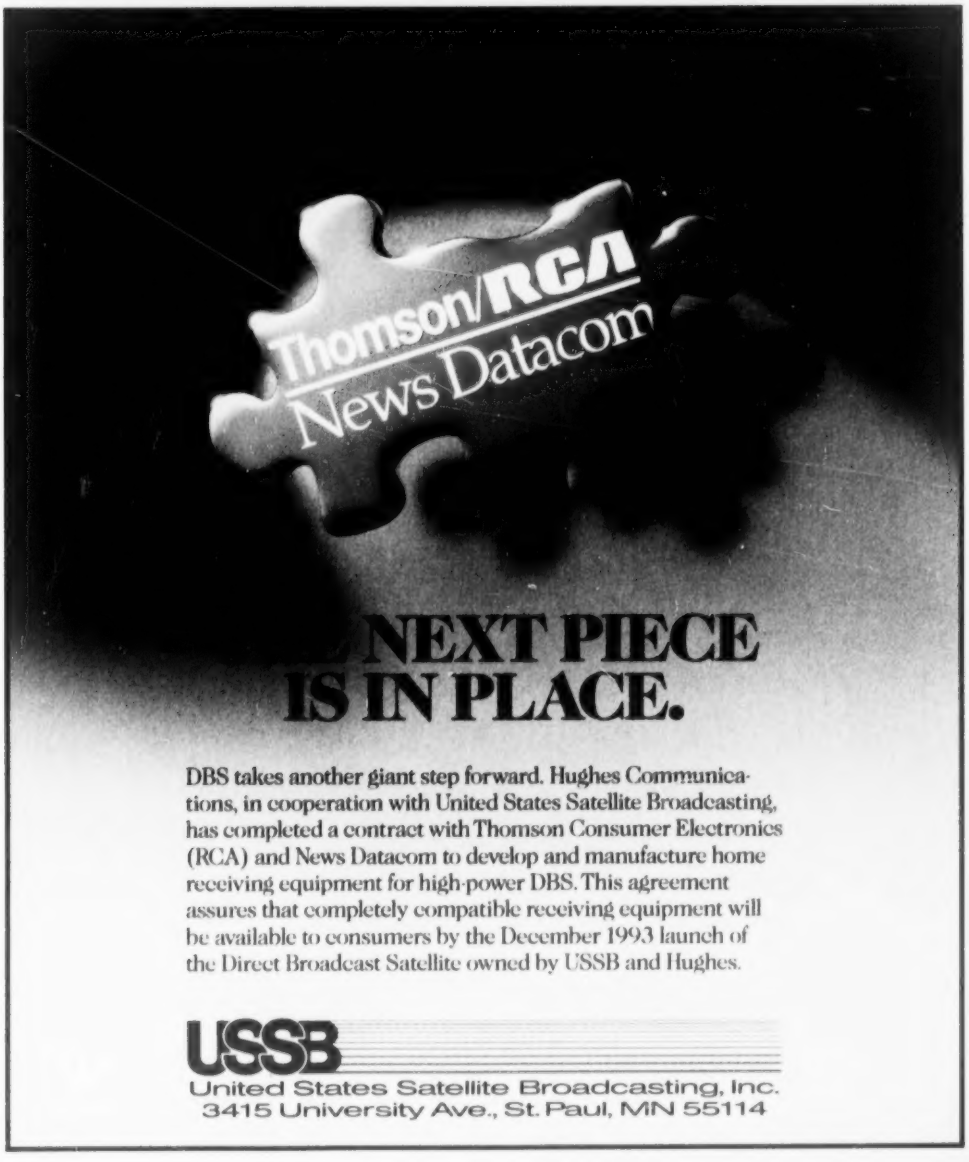
Broadcasting®

61st YEAR — FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ NEW LIFE FOR HOURS IN FIRST-RUN SYNDICATION / 22

❑ FCC REJECTS MOVE TO PORTALS; LEASING PROCESS BEGINS ANEW / 35

❑ PINELANDS' FRAIBERG GOES PUBLIC / 44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DBS takes another giant step forward. Hughes Communications, in cooperation with United States Satellite Broadcasting, has completed a contract with Thomson Consumer Electronics (RCA) and News Datacom to develop and manufacture home receiving equipment for high-power DBS. This agreement assures that completely compatible receiving equipment will be available to consumers by the December 1993 launch of the Direct Broadcast Satellite owned by USSB and Hughes.
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RETRANSMISSION CONSENT:
Whose gold in them thar hills?

FLAP EXPANDS OVER BASEBALL MOVE TO CABLE

In letter to Congress, MLB Commissioner Vincent disputes BROADCASTING account of playoff plans

By Peter Viles

Baseball Commissioner Fay Vincent sought last week to defuse a controversy over the possibility that Major League Baseball would consider moving some playoff games to cable after 1993. House Subcommittee on Telecommunications and Finance Chairman Edward Markey (D-Mass.) requested Vincent's views following a BROADCASTING story (Feb. 10) reporting remarks by MLB's director of broadcasting, David Alworth.

The BROADCASTING story had said: "He [Alworth] refused to speculate on the likelihood that those games could land on pay per view," a fact that Vincent reiterated. The two accounts differed, however, in that Vincent said MLB was not even considering the pay-per-view option.

The commissioner's letter to Markey appeared to make no such specific denial as to whether MLB was considering moving some of the playoff games to basic cable. Still, Mike Connolly, a spokesman for the telecommunications subcommittee, said that, based on Vincent's letter, "We understand that baseball has no plans to move the World Series or playoffs away from over-the-air television."

But in a tape made by the International Radio and Television Society of Alworth's remarks at a Feb. 7 panel session, the MLB executive said: "The networks have told us for the last several years that there are certain games in the League Championship package that don't fit with their mission—daytime, midweek games that anger a lot of *Days of Our Lives* fans.... The point is, midweek day games are not attractive to a network audience. It's not the demographic group that's interested in baseball. Is there room to move those to cable and still protect the local market? Sure there is." Alworth's remarks spe-

This Week

Success of 'Star Trek: The Next Generation' inspiring an increase in hour dramas for syndication (p. 22)

DIVVYING THE SPOILS OF REREG / 4

The possibility that retransmission consent may soon be reality has the broadcast industry wondering which segment—program suppliers or carriers—will reap any benefit.

SYNDICATION HOUR WAY / 22

Faced with mounting series production costs for hour-long network dramas, and inspired by the success of *Star Trek: The Next Generation*, Hollywood studios are looking to first-run weekly syndication for a revenue boost.

HEDGING BETS IN MONTE CARLO / 28

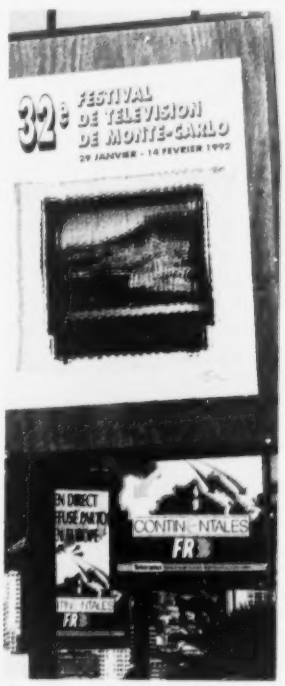
Few attendees at the Monte Carlo program market harbored illusions of a quick end to the international recession and its soft advertising market, so participants looked for strategic solutions to the cautious market.

LIGHTER-WEIGHT HEAVYWEIGHTS / 32

Boxer Mike Tyson's rape conviction may have a revenue impact beyond the forgone $85 million from the Evander Holyfield bout. The PPV industry and cable operators worry that the current crop of heavyweights does not have the strength to pull big audiences.

MOVE STANDS STILL / 35

The GSA changed its mind on moving the FCC into the Portals, located in a somewhat remote section of Southwest Washington, and has decided to start the leasing process all over again. The commission wants a site closer to the business district.



Austere tone at Monte Carlo show (p. 28)

DEMO GROUPS' UPS, DOWNS / 40

The fall 1991 Arbitron ratings book, the first based on actual 1990 census numbers, contained a few surprises: the black population, actually growing, had to be adjusted downward, and the already growing Hispanic numbers were bumped up more.

PINELANDS' RISING STOCK / 44

A rise in broadcast-related stocks and the FCC's imprimatur on the WWOR-TV license renewal have combined to spark interest in Pinelands. The company sees no signs of suspicious stock accumulation, however.

CHANCE OF A GHOST / 48

Selected as the best performer in an NAB test, Philips Laboratories' ghost-canceling system is being marketed to cable headends, even though industry standards are not expected until mid-year.

NEWS DEPARTMENTS

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Stations are required to pick up the back end of the series if they renew them for year two (BROADCASTING, Nov. 25, 1991). ■

NBC AGREES TO CAUCUS GUIDELINES

By Steve Coe

In another example of networks and program suppliers looking to ease the high cost of production, NBC has agreed to several guidelines proposed by the Caucus for Producers, Writers and Directors. "We are pleased that Warren Littlefield [president, NBC Entertainment] and NBC have exhibited a fresh awareness of resolving areas of critical importance to the creative community," said Jerry Isenberg, chairman of the caucus.

The guidelines, which Isenberg said the caucus had been working to have adopted for years, are designed to give greater creative freedom to producers and, as a result, help to bring down costs. Perhaps the main element of the agreement deals with the need to cut down the proliferation of producer credits being given out. Both the caucus and NBC agreed that "the reckless appropriation to reward people diminishes the true value of the credit when no qualified producer service has been rendered." As a result, NBC will, when possible, approve only one credit for executive producer, producer and associate producer on each series.

Among the other provisos agreed to by NBC is eliminating the need for the studio or producer to gain approval by the network before hiring the film editor, composer or director of photography in long-form programing. NBC will also approve a minimum of three actors for starring roles in movies, rather than insisting on a single actor for a lead part. Likewise, in hiring a casting director for long-form programing, NBC will approve three people from which the producer will choose one. Finally, NBC has agreed to improve the lead time in ordering shows, and will "endeavor to give more prompt feedback and responses" with respect to script development.

According to David Levy, executive director of the caucus, NBC is the first network to officially endorse the guidelines. He said that ABC and CBS would be approached in the next two weeks about endorsing them. ■

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 2. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.2/223/98
2. Jeopardy!	13.3/213/97
3. Oprah Winfrey Show	11.5/225/99
4. Star Trek	10.0/244/98
5. Entertainment Tonight	9.1/187/96
6. Wheel Of Fortune (Wknd)	8.8/193/83
7. Current Affair	8.4/174/94
8. Married...With Children	8.1/174/95
9. Cosby Show	7.8/208/98
10. Donahue	7.2/223/98
11. Elvis Conspiracy	7.1/199/93
12. Inside Edition	6.7/129/87
13. Tri Star Showcase	6.6/175/97
14. Sally Jessy Raphael	6.3/207/96
15. Hard Copy	6.0/172/92

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NAB92
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THURSDAY, APRIL 16, 1992
LAS VEGAS CONVENTION CENTER

Broadcasting's Ratings Week ⚡ Feb3-9

	ABC	CBS	NBC	FOX
MONDAY	13.5/21	17.6/27	10.4/16	NO PROGRAMING
8:00	54. FBI: Untold St 11.1/17	17. Evening Shade 16.3/25	20. Fresh Prince 14.6/23	
8:30	37. Amer Detective 12.4/19	10. Major Dad 18.6/28		
9:00	23. ABC Monday Night Movie—The Broken Cord 14.3/22	6. Murphy Brown 19.6/29	63. NBC Monday Night Movie—Good Morning, Vietnam 9.5/15	
9:30		12. Designg Wmn 17.1/26		
10:00		14. Northern Exposure 16.9/28		
10:30				
TUESDAY	16.5/26	14.1/23	12.5/20	NO PROGRAMING
8:00	18. Full House 16.0/25	23. Rescue: 911 14.3/22	21. In the Heat of the Night 14.5/22	
8:30	9. Home Improvmt 18.7/28			
9:00	3. Roseanne 22.9/34	27. CBS Tuesday Movie—Fugitive Among Us 14.0/23	40. Law and Order 12.0/18	
9:30	8. Coach 19.3/30			
10:00	55. Homefront 11.0/19		55. Reasonable Doubts 11.0/19	
10:30				
WEDNESDAY	10.9/18	12.6/20	13.4/22	NO PROGRAMING
8:00	52. Dinosaurs 11.2/18	58. Davis Rules 10.5/17	10. Unsolved Mysteries 18.6/30	
8:30	29. Wonder Years 13.6/21	70. Brooklyn Bridge 8.5/13		
9:00	31. Doogie Howser 13.4/21	47. Jake and the Fatman 11.5/18	33. Seinfeld 13.0/20	
9:30	60. Anything B/Love 10.0/16		45. Night Court 11.6/18	
10:00	69. Civil Wars 8.6/15	14. 48 Hours 16.9/29	64. Quantum Leap 9.4/16	
10:30				
THURSDAY	13.3/21	8.9/14	17.8/28	11.7/17
8:00			16. Cosby 16.4/25	25. Simpsons 14.2/22
8:30	28. Columbo 13.8/21	76. Albertville '92 Preview 7.4/11	6. Cosby 19.6/30	65. Drexell's Class 9.0/14
9:00			5. Cheers 19.7/29	42. Beverly Hills 90210 11.8/17
9:30			13. David Letterman 10th Anniversary Special 17.0/27	
10:00	37. Primetime Live 12.4/21	42. Knots Landing 11.8/20		
10:30				
FRIDAY	11.9/20	12.5/21	12.8/22	6.1/10
8:00	25. Family Matters 14.2/25	49. Rescue 911 11.4/20	67. Super Bloopers & Jokes Special 8.9/15	79. America's Most Wanted 6.6/11
8:30	33. Step By Step 13.0/22			
9:00	52. Baby Talk 11.2/19	33. Miss USA Beauty Pageant 13.0/22	19. Matlock 14.7/25	80. Cops: US Mrshls 6.4/11
9:30	59. Billy 10.1/17			85. Hidden Video 4.6/8
10:00	47. 20/20 11.5/20			
10:30				
SATURDAY	7.9/13	14.5/24	11.2/19	8.7/14
8:00	78. Capitol Critters 6.7/11		29. Golden Girls 13.6/23	71. Cops 8.4/14
8:30	74. Who's the Boss? 7.8/13		50. Walter and Emily 11.3/18	61. Cops 2 9.9/16
9:00	81. Perfect Strngrs 6.3/10	21. XVI Olympic Winter Games 14.5/24	32. Empty Nest 13.3/21	73. WWF Saturday Night Main Event 8.2/13
9:30	77. Growing Pains 7.3/12		55. Nurses 11.0/18	
10:00	62. The Commish 9.6/17		67. Sisters 8.9/16	
10:30				
SUNDAY	10.9/16	23.7/34	17.7/26	8.1/12
7:00	75. Life Goes On 7.7/12	1. 60 Minutes 24.2/38	45. NBC Movie of the Week—Problem Child 11.6/18	83. True Colors 6.1/10
7:30				81. Parker Lewis 6.3/10
8:00	44. Am Fun Hme Vid 11.7/17	2. XVI Olympic Winter Games 23.5/33	4. NBC Sunday Night Movie—Kindergarten Cop 21.4/30	39. In Living Color 12.3/18
8:30	65. Am Fun People 9.0/12			50. Roc 11.3/16
9:00	36. ABC Sunday Night Movie—The Burden Of Proof, Pt. 1 12.8/18			40. Married w/Childn 12.0/16
9:30				72. Herman's Head 8.3/11
10:00				84. Get a Life 5.0/7
10:30				86. Sunday Comics 3.4/5
WEEK'S AVGS	12.1/19	15.2/24	13.9/22	8.5/13
SSN. TO DATE	12.1/20	13.7/22	12.6/21	7.7/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

SPANISH STATIONS BUOYED BY CENSUS ADJUSTMENTS

1990 count shows fewer blacks, more young people than expected

By Peter Viles

The 1990 census contained several surprises for Arbitron, and those surprises have rippled through the radio industry, bringing good news to many Spanish stations and bad news to some urban stations.

The news was delivered with the fall 1991 Arbitron ratings book, the first one based on the 1990 census. Arbitron attempts to keep its population figures current by using a research firm, Market Statistics Inc., to estimate population changes from year to year, but the new census led to several surprising adjustments.

Those adjustments create the appearance of blips in population trends. Although the black population is growing, for example, it is not growing as fast as Market Statistics had estimated, so it was actually reduced for the fall 1991 book. In contrast, the Hispanic population is growing even faster than expected, so it was increased.

And while the 18-24 age group is shrinking, it is not shrinking as fast as was estimated, so it appeared to increase for the fall 1991 book (see chart).

In some markets, the resulting adjustments were dramatic. In Los Angeles, for example, the black population was reduced by 20%. And after two years of steady growth, urban-format KKBT(FM) Los Angeles saw its share drop from 4.9 to 3.8.

"We weren't really aware of the impact of [the census] until the book came out," says Craig Wilbraham, general sales manager at KKBT. "We said, 'Wait a minute. What happened here?' "

"For all the urban stations in Los Angeles, their population base is suddenly down," says Gerry Boehme, senior vice president and director of research, Katz Radio Group. "The assumption would be that every station would lose 20% of its audience, through no fault of its own."

ARBITRON METRO POPULATION PROJECTIONS

Age group	*Fall 1990*	*Fall 1991*	*Percent change*
12-17	12,222,900	12,272,100	+ 0.3%
18-24	15,972,800	16,514,100	+ 3.4%
25-34	27,870,300	28,003,700	+ 0.5%
35-44	24,519,500	25,199,900	+ 2.8%
45-54	17,068,300	17,043,100	- 0.1%
55-64	13,029,400	12,631,100	- 3.1%
65 +	18,513,200	18,538,000	+ 0.1%
12 +	129,307,400	130,302,000	+ 0.8%

Source: The Interep Radio Store, based on 95 metro markets

> *"It has been a tremendous boost for the Spanish market. We spent all of the 1980's living with a bad census that undercounted Hispanics."*
>
> **Janet Therien, VP, director of research & marketing Katz Hispanic Radio**

Wilbraham says he has been trying to convince advertisers the census figures are wrong. He has powerful allies—the city itself is challenging the accuracy of the count. "It's inconceivable that 200,000 blacks moved out of Los Angeles," he says. "That just doesn't happen. It's an undercount.

"It's made our negotiations a little more difficult," he says. "We've had to work a little harder. But we haven't lost any business because of the census. For the short term, it's slowed our growth slightly."

Spanish stations, meanwhile, are understandably pleased with the new figures. A Katz research analysis of point delivery by format showed Spanish gaining 14.7% from fall 1990 to fall 1991, from 6.8 to 7.8. The same survey showed urban losing 14.5%, from 8.0 to 7.1.

"It has been a tremendous boost for the Spanish market," says Janet Therrien, vice president and director of research and marketing at Katz Hispanic Radio. "We spent all of the 1980's living with a bad census that undercounted Hispanics."

Therrien contends that even with the dramatic increases shown by the census, the Hispanic population is still underestimated. "I don't consider a

14% increase for Spanish-language radio a huge leap," she says. "I think if we had a better survey method and a larger sample, that number might actually be higher. I still think it's quite heavily underrepresented by rating services."

The increase in the Hispanic population nationally prompted Arbitron to designate six more cities as Hispanic markets in which it will measure and weight Hispanic households: Washington, Boston, Las Vegas, Amarillo, Santa Rosa and the tri-cities in Washington of Richland, Kennewick and Pasco. Arbitron measures Hispanic households only in markets where there are 150,000 or more Hispanics or where Hispanics make up 10% or more of the total population.

Jeff Wakefield, executive vice president, director of research, The Interep Radio Store, cautions against reading too much into the adjustments. He points to the 18-24 age group, which was increased by 3.4% from fall 1990 to fall 1991. "People shouldn't react to that by thinking that 18-to-24's are a fast-growing group," he says. "Because they're not." ■

CPB FUND WINNERS

A study of ways to make public radio's $30-million news investment available to Spanish-speaking audiences and the creation of a Spanish-language public radio network were among the 24 projects selected as finalists in the Corporation for Public Broadcasting's $4.5-million Radio Program Fund. Both were proposed by Radio Bilingue Inc. of Fresno, Calif. ■

WESTWOOD ONE POSTS RECORD REVENUE GAIN

1990 exchange offer, cost efficiencies buoy network's bottom line

By Reed E. Bunzel

Westwood One Inc. last week reported record revenue of $41 million for the fourth quarter of 1991 (ending Nov. 30), an increase of 8% over the $37.9 million revenue posted in the fourth quarter of 1990. While the company still posted a quarterly net loss of $1.338 million, or $.09 per share, the fourth quarter showed a 62% improvement over the net loss of $3.538 million, or $.24 per share, in the prior year's fourth quarter.

The Los Angeles-based company also reported that operating income for the fiscal year improved 51% to $3.058 million from $2.023 million in 1990. Loss before extraordinary gain in fiscal year 1991 was $16.782 million and $1.13 per share, an 8% improvement over 1990's loss of $18.175 million and $1.25 per share. Net income in fiscal 1991 was $8.836 million ($.60 per share) compared with a net loss of $18.175 in 1990, due primarily to Westwood One's 1990 offer to exchange $98.5 million in convertible bonds for new securities (BROADCASTING, Nov. 26 and Dec. 24, 1990).

The net result of that exchange offer was "to knock $50 million in debt off our balance sheet and to lower our interest burden" for 1991, said Norm Pattiz, company chairman/chief executive officer.

Revenue in fiscal 1991 declined nominally to $144.350 million from $145.904 million in 1990.

In a corporate statement, Pattiz said that the company's improved financial status was the result of "improving operating performance and decreasing...financial leverage." He said the company has "initiated actions which will, hopefully, have a positive impact in 1992 and beyond, such as increasing our network radio audience, redirecting our strategy at KQLZ-FM 'Pirate Radio' toward a less risky approach with better operating leverage, and continuing to pursue further efficiencies in our costs and expenses."

The company posted a quarterly net loss of $1.338 million, and Chairman/CEO Norm Pattiz says, "We don't see anything in the first six months of '92 that indicates business will get much better."

Pattiz told BROADCASTING that 1991's net income was a direct and "dramatic effect" of the 1990 exchange offer, and most likely constituted a one-time event unless further financial restructuring was implemented, which he did not rule out. Additional 1991 earnings gains "came from improvement at the network and the cost cuts that we made over the course of 1990 that benefited us in 1991," Pattiz said.

While continuing to show improvement, Westwood One still faces financial difficulties "inherent to any advertiser-driven company," Pattiz said. Despite steady gains in network audience numbers and methodical but slow fine-tuning at KQLZ-FM "Pirate Radio," he said he anticipates flat to negative-5% growth for 1992. "We don't see anything in the first six months of '92 that indicates business will get much better," Pattiz observed. "If I said I was cautiously optimistic, the key word would be 'cautiously.'" ■

WESTWOOD'S 4TH-QUARTER/FISCAL YEAR RESULTS

(Add 000,000)

	Three Months Ended November 30		*Fiscal Year Ended November 30*	
	1991	*1990*	*1991*	*1990*
Revenue	$41,019	$37,967	$144,350	$145,904
Operating Income	4,291	1,153	3,058	2,023
Loss before tax/extra. gain	(2,081)	(5,420)	(24,364)	26,151)
Loss before extra. gain	(1,338)	(3,538)	(16,782)	(18,175)
Extraordinary gain	—	—	25,618	—
Net income (loss)	($1,338)	($3,538)	$8,836	($18,175)

KING SELLS LAST OF RADIO PROPERTIES

The last of King Broadcasting Co.'s radio properties, KGW(AM)-KINK(FM) Portland, Ore., was purchased last week by broadcaster Luis G. Nogales and an investment firm for $11.5 million plus net working capital (see "Changing Hands"). The deal is expected to be completed sometime in May, according to Kalil & Co. broker Kelly Callan, who is representing the stations.

The company's TV stations and cable systems were sold last year to affiliates of a joint venture formed between group owner and newspaper publisher Providence Journal Broadcasting Corp. and Kelso & Co. for approximately $400 million, and are still operated under King Broadcasting. That deal is expected to be completed by the end of February, according to Suzanne Sorknes, vice president and general counsel at King Broadcasting.

Sisters Harriet S. Bullitt and Priscilla Bullitt Collins, former majority shareholders of King Broadcasting and daughters of the company's founder, Dorothy Stimson Bullitt, formed a company to buy KING-AM-FM Seattle for $9.75 million; that deal was expected to close last Friday (Feb. 14). The sale of King's San Francisco stations KSFO(AM)-KYA(FM), purchased by First Broadcasting Co. for $13 million, closed Jan. 27.

Nogales, who is planning to build a station group, is the former chairman and chief executive officer of United Press International. He was formerly with Golden West Broadcasters, owned by Gene Autry, and currently serves on the board of trustees at Stanford University. Also supplying financing is Lombard Investments Inc., a financial investment firm based in San Francisco. -JG

stock of Jacor Communications Inc., which owns five AM's and six FM's. **Seller** is headed by N. John Douglas, who is also purchasing WVVX(FM) Highland Park, Ill. (Chicago) (see below). He also recently purchased KWIZ-FM Santa Ana, Calif. ("For the Record," Jan. 6). Douglas Broadcasting is parent company of licensees of KWWN(FM) Placerville, KEST(AM) San Francisco, KOBO(AM) Yuba City, KAGR(FM) Ventura, KMLO(FM) Fallbrook and KMAX(FM) Arcadia, all California. Douglas is also sole shareholder of general partner of licensee of WKNR(AM)-WGAR-FM Cleveland. WNDZ has religious format on 750 khz with 2.5 kw day. WVVX has ethnic, heavy metal format on 103.1 mhz with 3 kw and antenna 241 feet above average terrain.

WRXR(FM) Aiken, S.C. (Augusta, Ga.) □ Sold by Guardian Broadcasting Co. Inc. to J&L Broadcasting Inc. for $1.5 million. **Seller** is headed by Leon A. Dunn Jr., who also owns WMGR(AM)-WJAD(FM) Bainbridge-Albany, Ga. **Buyer** is headed by Donald L. Wilks and Jeffery Wilks. WRXR-FM has classic rock format on 96.3 mhz with 50 kw and antenna 699 feet above average terrain. *Broker: Snowden Associates.*

WFXL(TV) Albany, Ga. □ Sold by NewSouth Broadcasting Inc. to TV 57 Live Oak-Gainesville Inc. for $1.4 million. **Seller** is headed by Manuel A. Cantu and is licensee of WGNM(TV) Macon, Ga.; New South Broadcasting of Knoxville is licensee of WKCH-TV Knoxville, Tenn. **Buyer** is headed by Lynda Callaway, and has no other broadcast interests. WFXL is Fox affiliate on ch. 31 with 1,580 kw visual and 150 kw aural and antenna 990 feet above average terrain.

WUST(AM) Washington □ Sold by District Group Communications Inc., debtor, to New World Radio Ltd. for $1.15 million. **Seller** is headed by trustee Barry Skidelsky, who is applicant for new FM in Queensbury, N.Y.; he intends to file for review of Review Board's decision, which denied application. **Buyer** is headed by James M. Weitzman, who holds minority stock interest in parent corporation of licensees of WGNE-FM Titusville, Fla.; WACO-AM-FM Waco, Tex., and WVMX(FM) Stowe, Vt. WUST has gospel format on 1120 khz with 1 kw day.

WJDZ(FM) Levittown, P.R. □ Sold by Community Educational Group Corp. to Clamor Broadcasting Network Inc. for $800,000 on terms. **Seller** is headed by Aurio Matos, who is applicant for new FM at Culebra, P.R. **Buyer** is headed by Jorge R. Garcia, who is assignee in application of WORR(AM) Quebradillas, P.R. WJDZ has educational and Spanish format on 88.5 mhz with 35 w and antenna 121 feet above average terrain.

KXOW(AM)-KLAZ(FM) Hot Springs, Ark. □ Sold by KZ Radio Ltd. to Noalmark Broadcasting Corp. for $525,000. **Seller** is headed by Louis Schaaf; Billy H. Thomas and Jerry E. Morris are each 25% stockholders of KZ Broadcasting Inc., general partner of assignor, and licensee of KDEZ(FM) Jonesboro (recently sold, see "For the Record," Jan. 27) and KZKZ(AM) Greenwood, all Arkansas; WXLS-AM-FM Biloxi-Gulfport and WJKX(FM) Ellisville, both Mississippi, and KLAA(FM) Tioga, La. **Buyer** is headed by William C. Nolan Jr., and is also licensee of KELD(AM)-KAYZ(FM) El Dorado and KKIX(FM) Fayetteville, both Arkansas; KKTX-AM-FM Kilgore, Tex., and KYKK(AM) - KZOR(FM) Hobbs, N.M. KXOW has beautiful music format on 1420 khz with 5 kw day and 87 w night. KLAZ has AC format on 105.9 mhz with 95 kw and antenna 994 feet above average terrain.

WJEM(AM) Valdosta, Ga. □ Sold by Lowndes County Broadcasting Co. to WJEM Inc. for $401,382, assumption of existing debt. **Seller** is headed by H. Vernon Arnold, and has no other broadcast interests. **Buyer** is headed by J.C. Johnson, and has no other broadcast interests. WJEM has country format on 1150 khz with 5 kw day.

WHVW(AM) Hyde Park, N.Y. □ Sold by Mid-Hudson Broadcasting Inc. to Joseph-Paul Ferraro for $350,000 on

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$4,514,101** □ **7**

FM's □ **$5,016,519** □ **7**

AM-FM's □ **$12,075,000** □ **3**

TV's □ **$825,000** □ **2**

Total □ **$22,430,620** □ **19**

1992 to Date:

AM's □ **$4,719,101** □ **10**

FM's □ **$23,335,711** □ **19**

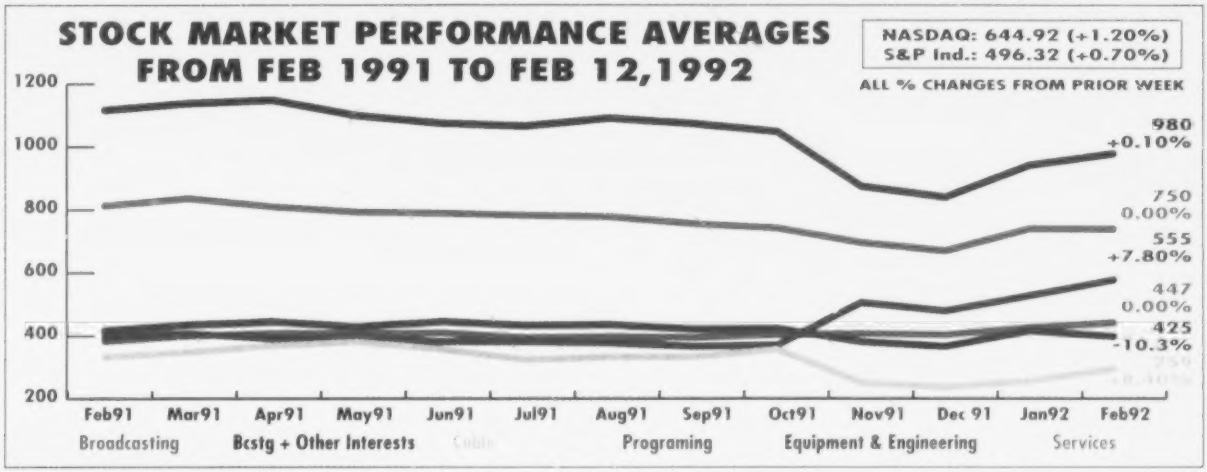
AM-FM's □ **$15,855,500** □ **10**

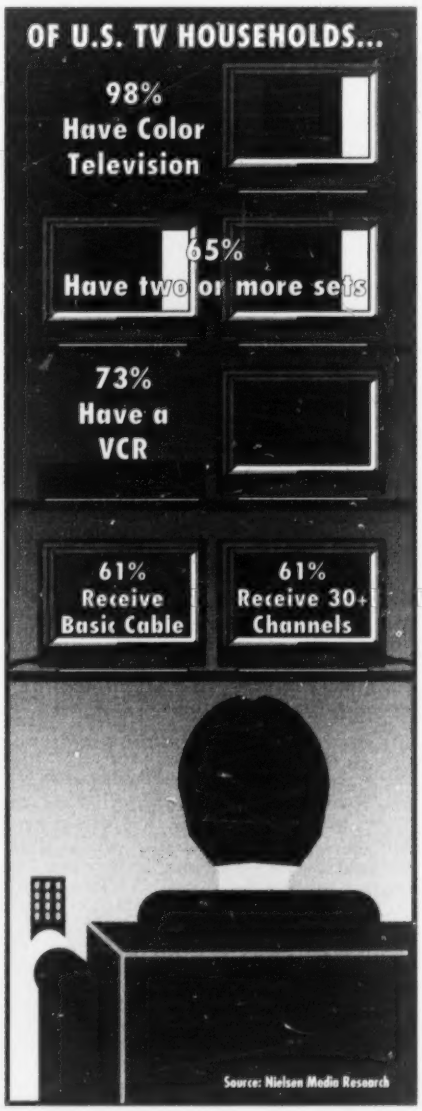
TV's □ **$23,460,000** □ **6**

Total □ **$67,370,312** □ **45**

For 1991 total see Jan. 27, 1992 Broadcasting.

Broadcasting's By The Numbers





SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	**11,062**	**1,562**	**12,624**
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	**1,489**	**199**	**1,688**
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	**974**	**1016**	**1,990**
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

er, CNN, Washington, named general assignment reporter there.

Deborah Vogel, from KTTV(TV) Los Angeles, joins KCAL(TV) Norwalk, Calif. (Hollywood), as senior sports producer.

Manuel A. De La Rosa, general assignment reporter, South Central Community News, Los Angeles, joins KOSA-TV Odessa, Tex., as reporter.

Cathy Hobbs, reporter, WOLO-TV Columbia, S.C., joins WSMV(TV) Nashville as general assignment reporter.

Charlotte Thomas, from KYMA (TV) Yuma, Ariz., joins KBAK-TV Bakersfield, Calif., as reporter.

Dave Deeley, sports director, WUFT(TV) Gainesville, Fla., joins WWSB(TV) Sarasota, Fla., as weekend sports anchor.

Steve Snyder, from KDLT(TV) Mitchell, S.D. (Sioux Falls), joins KOLR(TV) Springfield, Mo., as news director.

Mark McGlashen, chief photographer, WJRT-TV Flint, Mich., named assignment editor.

David Dalton, producer, assignment editor and assignment manager, WXII(TV) Winston-Salem, N.C., named executive producer.

Sue Abrams, from WPDE-TV Florence, S.C. (Myrtle Beach), joins WDAF-TV Kansas City, Mo., as anchor. **Rhonda Scholting,** freelance writer and producer, Wichita, Kan., joins WDAF as 5 p.m. producer.

Appointments at WLOS(TV) Asheville, N.C.: **Joy Gregg,** from Harvard University, Cambridge, Mass., named news director; **Charles McNeil,** part-time associate news producer, named sports reporter and anchor; **Kathy Sittron,** part-time production assistant, named production assistant; **Barry Martin,** recent graduate, Gardner-Webb College, Boiling Springs, N.C., and **John Inman,** from Carolina Power & Light Co., named part-time production assistants.

Jerry Jacob, from WJHG-TV Panama City, Fla., joins KSPR(TV) Springfield, Mo., as weekend sports anchor.

John Kay, from WMGC-TV Binghamton, N.Y., joins WHEC-TV Rochester, N.Y., as part-time meteorologist.

Deborah Allen, formerly with KQTV(TV) Saint Joseph, Mo., joins KTAJ(TV) there as public affairs director and host.

Gretchen Karr, from Home Network Satellite News, Tallahassee, Fla., joins WKYC-TV Cleveland as reporter and anchor.

TECHNOLOGY

Robert G. Thomas, director, technology and equipment planning, Capital Cities/ABC, New York, retired.

Esther Rodriguez, from Satellite Video Center, joins General Instrument's VideoCipher division, San Diego, Calif., as VP, marketing and communications.

Greg James, operations manager, KSL-TV Salt Lake City, named director of engineering and technical operations.

Bob Bell, chief engineer, WSBT-TV South Bend, Ind., retired.

David Niswonger, regional director, customer service, Cencom Cable Television, St. Louis, named system manager.

Edwin Karl, engineering manager, WNAC-TV Providence, R.I., named director of engineering for parent company Northstar Television.

Paul R. Bronkar, formerly with LRP Video, joins Varitel Video, Los Angeles, as colorist.

Ernst L. Ranft, formerly with Lifestyles LP, joins Ampex Recording Media Corp., Redwood City, Calif., as VP, operations.

PROMOTION AND PR

Amy Adelson, VP, development, ABC Productions, Los Angeles, named senior VP, creative affairs.

Bob Druckenmiller, executive VP and general manager, Porter/Novelli, Washington, named president.

ALLIED FIELDS

Carole Simpson, senior correspondent, ABC News, New York, appointed to three-year term on Radio Television News Directors Foundation's board of trustees, and scholarship has been established in her name.

Andy Butler, director of engineering, WBAL(AM)-WIYY(FM) Baltimore, joins National Association of Broadcasters, Washington, as staff engineer, conference programing, science and technology department.
Terri Rabel, director of government relations, NAB, named VP, operations.

DEATHS

Alex Haley, 70, author of *Roots*, died of heart attack Feb. 10 in Seattle, where he was scheduled to speak that day. ABC-TV attracted 130 million viewers in 1977 with adapted 12-hour miniseries of Haley's *Roots: The Saga of an American Family*. Most recently he was completing book about his fraternal grandmother, titled "Queenie," that CBS-TV plans to develop into miniseries. He is survived by his third wife, My, and son, Bill.

Gaylert N. Burrow, 43, TV photographer, died Jan. 24 of melanoma in Louisville, Ky. He co-owned Burrow Bluegrass Productions in Louisville, Ky., had stints at WHAS-TV and WLKY-TV, both Louisville, and freelanced for ABC News and CBS News.

Bill Strange, 62, actor, died of cancer Feb. 6 in Reno. Strange starred in ABC-TV's "Colt 45" in 1950's.

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